

Serial No. 09/672,305  
Docket No. AM919990148US1  
ALM.024

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### AMENDMENTS TO THE CLAIMS

1. (Currently amended) A method for conducting electronic commerce, comprising:  
browsing, by a user, for an item at an electronic store (e-Store) over an electronic medium;

automatically recognizing, without human intervention, that the user is lost in attempting to find said item; and

interactively querying by an electronic store assistant, at any time during a session, of said user whether the user needs help in finding said item,

wherein said electronic store assistant is implemented in software as one of a program and a search window which is activated based on one of a query and activated automatically after a predetermined number of navigations by said user,

wherein said automatically recognizing, without human intervention, comprises:

considering a history of the browser based on said query entered in said browsing by said user;

determining, based on said history and said query, whether an automated help resource is necessary;

determining, based on said history and said query, whether a human help resource is necessary; and

routing said user to at least one of said automated help resource and said human help resource, to help said user.

2. (Original) The method of claim 1, further comprising:  
logging into a computer system by the user.

Not approved 11/2/04  
Not entered 11/2/04